

# INVOICE



**WPTV**  
**1100 Banyan Blvd.**  
**West Palm Beach, FL 33401**  
**Main: (561)655-5455**  
**Billing: (877)290-6105**

Invoice #	Invoice Date	Invoice Month	Invoice Period
315397-1	10/28/12	October 2012	10/01/12 - 10/26/12

Station	Account Executive	Sales Office	Sales Region
WPTV	Marta Salazar-Perren	EWS - Washing	National

Advertiser	Product	Estimate Number
FDP - 3 Pack Abruzzo, Sac	FDP - Q4 GE TV	1377

Billing Address:

**Davis Group (The)**  
**Attention: Pam Newby**  
**4201 Bee Caves Road - Suite C-101**  
**Austin, TX 78746**

Flight Dates	Order #	Alt Order #
10/23/12 - 10/26/12	315397	

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling
Duplicate Invoice

IDB #	Advertiser Code	Product Code
13302		

Agency Ref	Advertiser Ref

Send Payment To:

**WPTV**  
**P.O. Box 116871**  
**Atlanta, GA 30368-6871**

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																																																						
1	10/24/12	10/25/12	M-F 5-6a	5-6a	--WT---	:30	2	\$500.00	NM																																																																						
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3	WPTV	Th	10/25/12	12:25 PM	M-F 12n-1p	12-1p	:30	FDP1201H	\$500.00 NM																																																																						
4	WPTV	F	10/26/12	12:54 PM	M-F 12n-1p	12-1p	:30	FDP1201H	\$500.00 NM																																																																						

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Invoice #	Invoice Date	Invoice Month	Invoice Period
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Advertiser	Product	Estimate Number	
FDP - 3 Pack Abruzzo, Sac	FDP - Q4 GE TV	1377	



Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
5	10/23/12	10/25/12	M-F 4p-5p	4-5p	-111---	:30	3	\$725.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -111--- 3 \$725.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Tu 10/23/12 4:20 PM M-F 4p-5p 4-5p :30 FDP1201H \$725.00 NM 2 WPTV W 10/24/12 4:27 PM M-F 4p-5p 4-5p :30 FDP1201H \$725.00 NM 3 WPTV Th 10/25/12 4:23 PM M-F 4p-5p 4-5p :30 FDP1201H \$725.00 NM									
6	10/23/12	10/26/12	M-F 6-630p	6-630p	-1111--	:30	4	\$1,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -1111-- 4 \$1,800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Tu 10/23/12 6:27 PM M-F 6-630p 6-630p :30 FDP1201H \$1,800.00 NM 2 WPTV W 10/24/12 6:15 PM M-F 6-630p 6-630p :30 FDP1201H \$1,800.00 NM 3 WPTV Th 10/25/12 6:15 PM M-F 6-630p 6-630p :30 FDP1201H \$1,800.00 NM 4 WPTV F 10/26/12 6:08 PM M-F 6-630p 6-630p :30 FDP1201H \$1,800.00 NM									
7	10/23/12	10/25/12	M-F 7-730p	7-730p	-1-1---	:30	2	\$950.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -1-1--- 2 \$950.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Tu 10/23/12 7:12 PM M-F 7-730p 7-730p :30 FDP1201H \$950.00 NM 2 WPTV Th 10/25/12 7:18 PM M-F 7-730p 7-730p :30 FDP1201H \$950.00 NM									
8	10/24/12	10/26/12	M-F 730-8p	730-8p	--1-1--	:30	2	\$950.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 --1-1-- 2 \$950.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV W 10/24/12 7:42 PM M-F 730-8p 730-8p :30 FDP1201H \$950.00 NM 2 WPTV F 10/26/12 7:46 PM M-F 730-8p 730-8p :30 FDP1201H \$950.00 NM									
9	10/23/12	10/26/12	M-F 11-1135p	11-1135p	-1111--	:30	4	\$1,400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -1111-- 4 \$1,400.00									
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10	10/23/12	10/26/12	M-F 1135p-1235a	1135p-1235a	-1111--	:30	4	\$575.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -1111-- 4 \$575.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Tu 10/23/12 11:44 PM M-F 1135p-1235a 1135p-1235a :30 FDP1201H \$575.00 NM 2 WPTV W 10/24/12 12:21 AM M-F 1135p-1235a 1135p-1235a :30 FDP1201H \$575.00 NM 3 WPTV Th 10/25/12 12:09 AM M-F 1135p-1235a 1135p-1235a :30 FDP1201H \$575.00 NM 4 WPTV F 10/26/12 12:30 AM M-F 1135p-1235a 1135p-1235a :30 FDP1201H \$575.00 NM									

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11	10/23/12	10/23/12	PARENTHOOD	10-11p	-T-----	:30	1	\$2,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -T----- 1 \$2,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Tu 10/23/12 10:11 PM PARENTHOOD 10-11p :30 FDP1201H \$2,500.00 NM									
12	10/26/12	10/26/12	GRIMM	9-10p	----F--	:30	1	\$1,450.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 ----F-- 1 \$1,450.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV F 10/26/12 9:36 PM GRIMM 9-10p :30 FDP1201H \$1,450.00 NM									
16	10/23/12	10/26/12	M-F 11-12n	11a-12p	-TWTF--	:30	1	\$350.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -TWTF-- 1 \$350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Tu 10/23/12 11:27 AM M-F 11-12n 11a-12p :30 FDP1201H \$350.00 NM									
17	10/23/12	10/26/12	M-F 430-5a	430-5a	-TWTF--	:30	1	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -TWTF-- 1 \$100.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Tu 10/23/12 4:43 AM M-F 430-5a 430-5a :30 FDP1201H \$100.00 NM									

**Total Spots** 36 **Gross Total** \$37,775.00

## Payment Terms 30 Days

**Agency Commission** \$5,666.25  
**Net Amount Due** \$32,108.75